

Rep Order# 7915427 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/29/2012 8:02 AM
Last Received: 10/28/2012 4:10 PM
Showing Buylines: All Lines

1 of 4

Station WREG-TV MEMPHIS
Advertiser () PHILLIPS, FLIP
Product PHILLIPS/MS COURT
Estimate# 3099
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3099
Flight Dates 10/28/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

FLIP PHILLIPS FOR MS SUPREME COURT *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV ORDER TO SHOW ADD NEW LNS 22-26
REV TTL 22230
PLS CNFM
THANKS
FRAN

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	1	M-F	6A-7A	6A NEWS	10/29-11/02	:30	5	\$350.00	5
		Buyline Comment: 1/DAY							
	2	SU	6A-7A	SUN 6A NEWS	11/04-11/04	:30	1	\$350.00	1
	3	M-TU	6A-7A	SUN 6A NEWS	11/05-11/06	:30	2	\$350.00	2
		Buyline Comment: 1/DAY							
	4	M-F	7A-9A	7A NEWS	10/29-11/02	:30	5	\$150.00	5
		Buyline Comment: 1/DAY							
	5	SU	7A-9A	7A NEWS	11/04-11/04	:30	1	\$150.00	1
	6	M-TU	7A-9A	7A NEWS	11/05-11/06	:30	2	\$150.00	2
		Buyline Comment: 1/DAY							
	7	SU	5P-6P	SUN 5P NEWS	10/28-10/28	:30	1	\$300.00	1

2 of 4

Rep Firm
Sales Office () WASHINGTON
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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	8	SA	6P-630P	SAT 6P NEWS	11/03-11/03	:30	1	\$300.00	1
	9	SA	630P-7P	INFORMED SOURCES	11/03-11/03	:30	1	\$200.00	1
	10	M-F,SU	10P-1035P	10P NEWS	10/29-11/04	:30	6	\$600.00	6
		Buyline Comment: 1/DAY							
	11	M	10P-1035P	10P NEWS	11/05-11/05	:30	1	\$600.00	1
	12	SA	6A-9A	DAYBREAK SAT	11/03-11/03	:30	1	\$200.00	1
	13	SU	6A-8A	DAYBREAK SUN	10/28-10/28	:30	1	\$200.00	1
	14	SU	8A-930A	CBS SUN MORN	10/28-10/28	:30	1	\$350.00	1
	15	W	530P-6P	530P NEWS	10/31-10/31	:30	1	\$1,500.00	1
	16	M,W-F,SU	6P-630P	6P NEWS	10/29-11/04	:30	5	\$450.00	5
		Buyline Comment: 1/DAY							
	17	M	6P-630P	6P NEWS	11/05-11/05	:30	1	\$450.00	1
	18	SA	10P-1035P	SAT 10P NEWS	11/03-11/03	:30	1	\$400.00	1
	19	SU	10P-1035P	SUN 10P NEWS	10/28-10/28	:30	1	\$500.00	1
	21	M-F	4A-459A	4A NEWS ROT	10/29-11/02	:30	1	\$30.00	1
	*22	SU	11A-12P	NFL TODAY	11/04-11/04	:30	1	\$750.00	1
		Sales Remark: V3 ADD							
		V3 Added							

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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	*23	M-F	5P-530P	5P NEWS	10/29-11/02	:30	5	\$350.00	5
		Sales Remark: V3 ADD							
		V3 Added							
	*24	M	5P-530P	5P NEWS	11/05-11/05	:30	1	\$350.00	1
		Sales Remark: V3 ADD							
		V3 Added							
	*25	SA	2P-6P	SEC FTBALL	11/03-11/03	:30	1	\$2,000.00	1
		Sales Remark: V3 ADD							
		V3 Added							
	*26	SU	3P-6P	NFL FOOTBALL	11/04-11/04	:30	1	\$2,500.00	1
		Sales Remark: V3 ADD							
		V3 Added							

---REPORT TOTALS---

Report Totals: 48 / \$22,230.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$1,350.00 Nov 12: 44 / \$20,880.00

Sales Totals: 48 / \$22,230.00

Station Totals: 48 / \$22,230.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,100	CABL	0%	CBLA	0%	CBLB	0%	INTA	0%	INTB	0%
		UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
		WPXX	0%	WREG	30%						

Books null
Demos RA35+